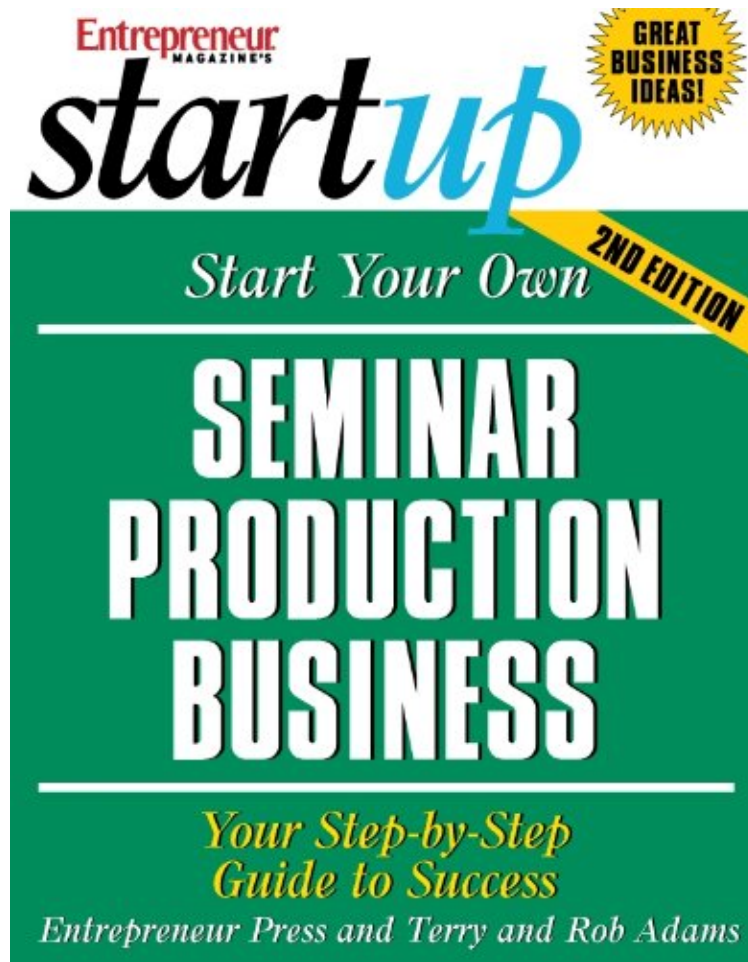


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Start Your Own Seminar Production Business: Your Step-By-Step Guide to Success (StartUp Series)

Entrepreneur Press

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Entrepreneur Press : Start Your Own Seminar Production Business: Your Step-By-Step Guide to Success (StartUp Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Start Your Own Seminar Production Business: Your Step-By-Step Guide to Success (StartUp Series):

1 of 1 people found the following review helpful. Nearly 20 Years Out of DateBy Patricia in FloridaA 1-star reviewer said this book was woefully out of date and she was right. It mentions using direct mail as the best advertising, using your PALM PILOT for scheduling things (I think I threw mine out in like 1998), getting a merchant account and a credit card machine for seminar payments instead of having people prepay online. It never mentioned social media, but mentions sending confirmation letters to hotels on your special stationary, so I guess it was written before email. I wanted the book to help me estimate seminar costs, and it is absolutely useless for that. I bought it because it was a

"revised addition" and copyrighted 2006 -- I stupidly thought revised would mean the information was revised. I think the only thing they revised was the copyright page. On the plus side, it is well organized, well written, an easy read and gives a few good tips. The production schedule gave a reasonable order of tasks to do, but with the outdated technology I don't think the duration of each task is now valid, and some of the tasks themselves are invalid. I am glad I bought it used for like \$4 -- if I had paid full price I would be ticked. 4 of 4 people found the following review helpful. out of date By tampagr1 Don't buy this book. I bought it April 2016 and it is woefully out of date. Let me put it this way, it refers to using VHS tapes for filming back of house recordings to sell to seminar participants. That's just one example and probably the only one I need as it points to how long ago this book was written and how out of date the advice is. 0 of 0 people found the following review helpful. More than my 4cents worth. By Alycia Davis Just what I needed to launch my seminar production business. I am so glad I bought it and the price was amazing.

Did you ever think you might be able to make money leading seminars to teach others what you know? Or promoting a dynamic speaker who motivates the crowds? Many people pay top dollar to attend seminars that teach them how to do something faster, better, more easily or more profitably; which gives you a great opportunity for profit. This hands-on guide, completely updated with the latest trends and newest information, details how to plan seminars, webinars, and teleseminars for yourself or someone else from start to finish. Learn how to: bull; Negotiate for great deals on halls, hotels and conference rooms bull; Promote a business with almost no cash investment bull; Use ingenious PR tactics that will draw attendees; and profits; like a magnet bull; Test-market your subject matter before spending a dime bull; Develop and sell CDs, books and other profitable materials People who promote and produce seminars are making huge profits; and so can you! Get in on the action in this booming field today.